



Department of Planning, Housing, & Community Development

Mayor, Richard C. David
Director, Dr. Juliet Berling

Meeting Date: 24, November 2015
Sent To: Commission on Architecture & Urban Design Members
Subject: **21 Chenango Street – Signage Review**
Tax ID: 160.41-1-13.1
Case: CAUD 2015-52

A. Review Requested

The Applicant, Stephen Donnelly, submitted an application for Design Review of the premises located at 21 Chenango Street, Tax Map number, 160.41-1-13.1. This property is Local Historic Landmark located in the Court Street Local, State and National Historic District. All exterior modifications, including signage, must be reviewed and approved by the Commission on Architecture and Urban Design (CAUD) in accordance with §18-78 of the City of Binghamton City Code prior to any proposed work being completed.

B. Proposal

The Applicant has requested a time extension of temporary signage approved at the previous month's meeting. The Commission granted the approval of signage as presented on the condition(s) that:

1. Any projecting signage that the Applicant places on the structure be attached only to mortar joints between the stone facing, and not directly drilled or mounted to the stone itself.
2. That all signage approved as of 27 October, 2015 for the specific use of this building and its current tenants be temporary, and be removed before or on 30 April, 2016 and replaced by permanent signage that CAUD has found to be historically appropriate.

The Applicant has requested to extend the timeframe of the temporary signage to 31 August, 2016; four months more than what is currently allowable under the October meetings decision. The Applicant would like to extend this timeframe to better market the building to students looking for housing opportunities on the off season of the academic year.

C. Staff Findings

Section §410-61 “*Definitions*” of zoning code related to signage, defines temporary signage as “*A sign which is installed for a period not to exceed 30 days, not including noncommercial signs.*” This section of the code applies to all buildings in all districts.

While the design of the current signage has been deemed appropriate for temporary advertising purposes on this particular building, CAUD has already approved a substantial extension of temporary signage beyond what the zoning code specifies.

As an update to the project implementation, the Commission should note that condition one (1), listed in section “B” above was violated with the installation of an approved projecting banner sign attached to the east facing façade. The banner was drilled directly into the stone façade of the building rather than mounted from the mortar joints as specified by the conditional approval.

Additionally, the Applicant did not install the banner signage as proposed in the 27 October, 2015 CAUD meeting, making it out of compliance with zoning code, and in violation to the decision made at CAUD’s October meeting. One (1) projecting banner sign is allowed per façade. The Applicant has placed two (2) projecting banner signs on the east, Chenango Street façade. The proposal showed that one of the projecting banner sign would be placed over press ally on the south façade.

D. Historic Design Guidelines

The Historic Design Guidelines require that signage be appropriate size and color for the buildings on which they are placed. Additionally the guidelines state that signage should be appropriate in the context of the building in which it is placed, and that it be easy to read without overly complicated graphics and writing. Overall, signage should be sensitive to the historic nature of the building.

CAUD evaluated signage based on these criteria, and determined that the current implementation of signage, in design and scope, is appropriate for this particular building, only in a temporary capacity at this time.

E. Photographs



Site conditions on 21 October, 2015



Site conditions on 21 October, 2015



Current Conditions: notice the non-compliant projecting banner signage, not consistent with the Applicants previous proposal and the CAUD Approval decision. (November 18, 2015)



Photo detailing banner signage drilled directly into the façade in violation with the conditional approval of October 27th (November 18, 2015)



Another detailing of conditional approval violation – drilled into the stone facing of the building rather than mortar joints as specified in the decision. (November 18, 2015)